



NEWS



Akubra PO Box 287 Kempsey NSW 2440 • Phone 02 6562 6177 • Fax 02 6562 8726 • www.akubra.com.au • WINTER 2016

AKUBRA SOLE SLOUCH HAT SUPPLIER TO DEFENCE

In what can only be described as a historic day for this company, representatives from the Department of Defence have advised the Managing Director of Akubra Hats, Stephen Keir IV, that Akubra is now the sole supplier of the iconic Slouch Hat to the Department of Defence.

The relationship between Akubra and the famous slouch hats began before World War 1 and has always been a very important part of this company's history.

"I can remember not long after I first started at Akubra in 1997 being contacted by representatives of the Department of Defence asking us to tender for the upcoming contract," commented Chief Financial Officer Roy Wilkinson.

"I went into then Managing Director Steve Keir's office (Stephen



THE ICONIC Australian Slouch Hat

Keir III) and he recommended that I decline the invitation. Apparently we had not been a successful tenderer for quite a few years, so in the end we stopped tendering.

"But Defence were quite encouraging and I convinced Steve to tender one more time.

"We then received a contract for approximately 3,000 slouch hats. I can remember Steve's grin. I think he was excited to be making these hats again given our history with the Department of Defence. It was a very small part of our overall business but a very important part of our identity."

Mr Wilkinson also remembers then General Manager and now Managing Director, Stephen Keir IV, saying to his father, "wouldn't it be great if we were one day the sole supplier of the Slouch Hat".

"What he meant was that his family had made a deep commitment to manufacturing hats in Australia and genuinely believed that an iconic part of the Australian Defence Force's uniform should be Australian made," Mr Wilkinson said.

"Today Akubra has achieved this, now supplying more than 20,000 hats a year to Defence personnel."

Managing Director Stephen Keir IV said, "I am just sad that Dad isn't alive to see this. He would have been thrilled."

HATS OFF TO RIDE FOR COUNTRY KIDS CYCLISTS



ROYAL FAR WEST RIDING FOR COUNTRY KIDS bike riders stop by the Akubra factory

Congratulations to the 108 bike riders who peddled 380kms to raise over half a million dollars for the Royal Far West (RFW) Riding for Country Kids event.

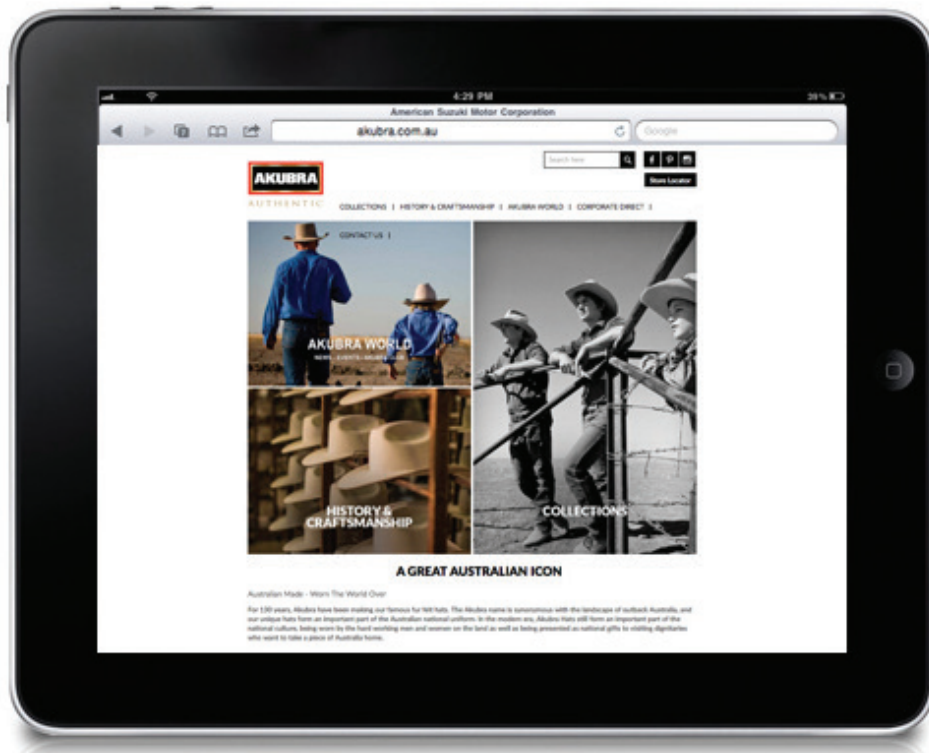
Every cent of these funds will be committed to helping country kids through RFW therapy and support.

Over three days of challenging countryside, the riders visited Bowraville Central School to see first-hand the impact of RFW's work, rode into Taylor's Arm with all seven kids from the local school, enjoyed a community dinner in Macksville and turned heads in the Coffs Harbour town centre.

Akubra is thrilled to be a supporter of this awesome initiative which has raised over \$500,000 with more donations still coming in.

AKUBRA TRENDING ONLINE

JIM TAMES THE WILD WEST



We are proud to unveil our new Akubra website to showcase our iconic brand, featuring the ideal combination of customer-friendly ease of navigation with a fresh and engaging look.

The one-stop-shop for all things Akubra includes dedicated sections for Hat Collections, History and Craftsmanship, Akubra World, Corporate Direct and Stockists.

The website is not only aimed at engaging and supporting the needs of our customers and corporate clients, but also acts as a valuable resource for staff training.

For example we have included information on the process of hat making and handy tips for hat care.

Check out the Akubra World pages, designed to keep everyone updated with the latest news and events, then click on TV to see Akubra clips and commercials.

Akubra understands the importance of enlisting social media to spread the word, so we have also recently launched our official Facebook page "akubraofficial", which aims to create increased brand awareness, showcase products and build fan engagement amongst our Akubra community.

The link to this, plus our Instagram and Pinterest pages are available at www.akubra.com.au

We would like to welcome Jim Turpin as the new agent for Western Australia. Jim started his wholesale career at age 16 in the 1970's, and since then has represented many well-known and popular brands, including Hard Yakka and Gloweave.

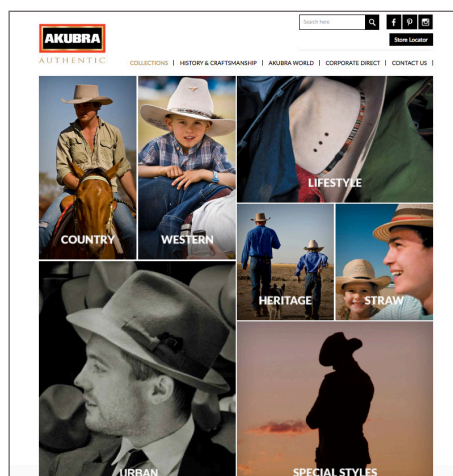
Over the past 38 years, Jim has seen many changes in the retail industry, including Australia's increasing reliance on imports, and this has heightened his passion for locally owned and manufactured products.

"I have always been drawn to iconic Australian brands, those that are family-owned and who put time and effort into not only looking after their customers, but their staff too," Jim said.

"There's really a nice feel associated with doing business on behalf of Akubra and it's not just about selling product, but building strong relationships – with the manufacturer, the agent and the retailer."

Jim is looking forward to building on Akubra's national and international growth and outstanding reputation to ensure the brand continues to flourish in our western regions.

He will soon be visiting Kempsey to see first-hand where the magic happens. Good Luck Jim.



EDDIE THROWS HIS HAT IN THE RING



EDDIE WHITE at the Ameripolitan Music Awards

We are delighted to welcome Eddie White, our new agent for the Sydney Metro Area to the Akubra team.

With an existing admiration and respect for Akubra, and a highly successful retail career spanning 35 years, Eddie is the perfect fit to grow the business in the city and beyond.

Eddie has owned and operated three men's clothing stores in Sydney (City, Dee Why and Hornsby), and over the years he's worked closely with Ken Mackenzie, (an Akubra sales agent in Queensland), so when an

opportunity arose to come aboard, he jumped at the chance.

"Ken has always spoken very highly of the brand and the family business ethos, so when the Sydney agent role came up I decided to throw my hat in the ring, pun intended," Eddie said.

Eddie believes there is a renewed appreciation for headwear that combines sun protection with style and Akubra's fusion of fashion, quality and practicality means the brand is in an ideal position to make hats the new black.

"Certainly there is a groundswell happening as the inner-city hipsters make hats cool again, and Akubra

is there making its mark in the city as the brand has always done in the bush. It's really about changing attitudes to get more people wearing hats as the norm - schools have No Hat No Play policies, yet many adults don't know or ignore the importance of sun protection, even in the city."

As the agent for the cosmopolitan and multicultural hub that is Sydney, Eddie is looking forward to sharing the history, storytelling and rich heritage behind Akubra with a new and diverse audience.

"Part of the attraction for me was the opportunity to work with such an iconic Australian brand, and I'm excited about spreading the word, especially with those new to Australia who may not know how the Akubra is the stuff of legends in the Australian bush."

Akubra has also gained a country legend of its own in Eddie White – Eddie has hosted his own popular radio program for 20 years, Cosmic Cowboy Café on 2RRR in Sydney, the home of Texan Country Music. Eddie was a nominee in "Best Ameripolitan DJ" category at the 2015 and 2016 Ameripolitan Music Awards, one of only two non-American nominees. Check it out at www.cosmiccowboycafe.com.au

FAMILIAR FACES IN SEMAPHORE



IAN FROM McHALES SHOE REPAIR at Semaphore, a seaside suburb of Adelaide in South Australia, chatting to a group of regulars who make the journey from Western Australia to his store every two years, especially to buy their new Akubras. Looking good fellas, safe travels.



AKUBRA ON-AIR NATIONWIDE

What do the lush, rolling green pastures of the Bega Valley share with the red desert opal mines of Coober Pedy? How about the footy-loving port city of Geelong and the croc-infested riverbanks of Jabiru?

These unique locations and landscapes are just a few of the places where the air is filled with the sound of Ray on the radio.

Every week the popular talkback radio broadcaster and rugby league commentator, Ray Hadley, hosts the Country Music Countdown - Australia's top 20 country music songs and brand new tunes, plus interviews with Country artists and previews of the best Country music festivals.

We are excited to announce that Akubra will be there, right alongside Ray - in your car, truck, and tractor, in your home and shed, your workshop and office... across the length and breadth of the nation.

As sponsors of Ray Hadley's Country Music Countdown, over 60 radio stations will now broadcast the legend of Akubra throughout metropolitan, regional and outback Australia, representing an outstanding opportunity to reach a large and diverse audience.

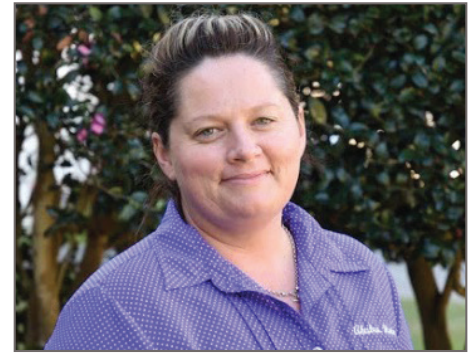
To listen live online or for a list of syndicated stations and show times, log onto www.2gb.com/shows/ray-hadleys-country-music-countdown

LOCAL COMES HOME

With a childhood spent beside the Macleay River and a love of the bush lifestyle, Amanda Steger was delighted with her recent appointment as Administration Assistant here at Akubra.

Amanda now lives on a few acres at Aldavilla, when she is not traveling the countryside for pony club and equestrian events with her three horse-mad daughters.

For the past 10 years Amanda has worked for "Kookaburra



AMANDA STEGER joins the team

Educational Resources", and is now enjoying the challenge of very busy days processing orders from our retailers and reps.

Welcome Amanda.

NEWS FROM THE FACTORY FLOOR

Changes to stock service

Please note, the following styles will no longer be available from our stock service range effective 1st September 2016. These styles will then be Indent only available hats:

- Pastoralist Tawny Fawn
- Stockman Santone
- Territory Black
- Plainsman Santone
- Bobby Sand
- The Arena Black
- Saddle Bronc Tanbark
- Stylemaster Loden

Any orders received prior to the 1st September will be supplied from stock service. The cut-off date for indent orders remains the 28th day of each month.

No dispatch deliveries

The factory will be closed for one week from Friday 8th July, reopening Monday 18th July for urgent maintenance. No production or dispatch deliveries will occur during this time. The office will be open during normal hours should you have any enquiries. We apologise for the inconvenience.

Stock deliveries and back orders

We continue to experience significant increases in demand from stock service, and we are working hard to replenish stocks and deliver stock orders on time.

At present the factory is on overtime and we expect to return to normal stock levels within four to six weeks.

We sincerely apologise for the inconvenience this has caused you and would like to take this opportunity to thank you for your patience. Please contact your Akubra representative or head office should you have any questions.



AKUBRA